

In the claims:

All claims in the application are indicated below.

1. (Currently amended) An integrated circuit flash drive memory device connectable to a host computing device, comprising:

a controller for controlling interaction between the flash drive integrated circuit memory device and the host computing device;

a memory component storing ~~selected~~ arbitrary application software operable on the host computing device; and

autorun software stored on the integrated circuit memory device to ~~load- and run~~ install or to run the selected arbitrary application software on the host computing device automatically upon activation of the integrated circuit memory device with the host ~~computing~~ computing device.

2. (Currently amended) The integrated circuit flash drive memory device of claim 1 in which the autorun software is embedded in the controller.

3. (Currently amended) The integrated circuit flash drive memory device of claim 1 in which the memory component includes a protected memory component and selected software is stored in the protected memory component and in which access to the selected software is accessible only by the autorun software ~~requires~~ upon authentication of the autorun software.

4. (Currently amended) The integrated circuit flash drive memory device of claim 1 ~~further comprising a wireless networking component and the selected software provides operation of the wireless networking component on the host computing device~~ in which the autorun software further runs the arbitrary software on the host computing device upon installing the arbitrary software.

5. (Currently amended) The integrated circuit flash drive memory device of claim 1 further comprising a user operable manual switch that allows a user to select from among plural operating states that include a first state in which the autorun software is operable and a second state in which the autorun software is not operable so that the integrated circuit flash drive memory device functions as a conventional integrated circuit flash drive memory device.

6. (Currently amended) The integrated circuit flash drive memory device of claim 5 in which the user operable manual switch allows a user to select from among more than two operating states, one of which includes operation of a peripheral other than the integrated circuit flash drive memory device.

7. (Cancelled) The integrated circuit memory device of claim 1 with connections to plural distinct peripherals.

8. (Currently amended) The integrated circuit flash drive memory device of claim 1 further comprising a connection that is connectable to a Universal Serial Bus port.

9. (Currently amended) The integrated circuit flash drive memory device of claim 1 in which the controller and the memory component operate together as a storage device to the host computing device.

10. (Cancelled) An integrated circuit memory device autorun method, comprising:

determining whether autorun software on an integrated circuit memory device is enabled upon activation of the integrated circuit memory device with a host computer;

identifying enabled autorun software to the host computer with a device interface description;

loading and running the autorun software on the host computer.

11. (Cancelled) The method of claim 10 further comprising the autorun software re-enumerating itself to the host computing device as a different type of device and the integrated circuit memory device operating with the host computing device as the different type of device.

12. (Cancelled) The method of claim 11 in which the different type of device includes a wireless networking device.

13. (Cancelled) The method of claim 10 in which the device interface description identifies the integrated circuit memory device in a manner analogous to that of a CD-ROM drive.

14. (Cancelled) The method of claim 10 in which the integrated circuit memory device includes a protected memory component where selected

software operable on the host computer is stored and in which loading and executing the selected software on the host computer requires authentication of the autorun software by a security application feature stored in the protected memory component.

15. (Cancelled) The method of claim 14 in which the security application feature is included in the selected application.

software for identifying enabled autorun software to the host computer with a device interface description;

16. (Cancelled) In a computer readable medium, integrated circuit memory device autorun software , comprising:

and software for loading and running the autorun software on the host computer.

17. (Cancelled) The medium of claim 16 further comprising software for determining whether autorun software on an integrated circuit memory device is enabled upon activation of the integrated circuit memory device with a host computer; (maybe moving to dependent claim )

18. (Cancelled) The medium of claim 16 further comprising software for the autorun software to re-enumerating itself to the host computing device as a different type of device so that the integrated circuit memory device operates with the host computing device as the different type of device.

19. (Cancelled) The medium of claim 16 further comprising a protected memory component in the integrated circuit memory device where selected software operable on the host computer is stored and software for loading and executing the selected software on the host computer upon authentication of the autorun software by a security application feature stored in the protected memory component.

20. (New) An integrated circuit memory device connectable to a host computing device, comprising:

a controller for controlling interaction between the integrated circuit memory device and the host computing device;

a memory component storing selected software operable on the host computing device; and

autorun software stored on the integrated circuit memory device to install or to run the selected software on the host computing device automatically upon activation of the integrated circuit memory device with the host computing device,

wherein the memory component includes a protected memory component where the selected software is stored component so as not to be viewable and is accessible only by the autorun software during installation or running of the selected software, thereby providing copy protection of the selected software.

21. (New) The integrated circuit memory device of claim 20 in which the protected memory component accessible by the autorun software includes an authenticated step by the autorun software.

22. (New) The integrated circuit memory device of claim 20 in which the autorun software further runs the arbitrary software on the host computing device upon installing the arbitrary software.

23. (New) The integrated circuit memory device of claim 20 further comprising a user operable manual switch that allows a user to select from among plural operating states that include a first state in which the autorun software is operable and a second state in which the auto run software is not operable so that the integrated circuit flash drive memory device functions as a convention integrated circuit flash drive memory device.

24. (New) The integrated circuit memory device of claim 23 in which the user operable manual switch allows a user to select from among more than two operating states, one of which includes operation of a peripheral other than the integrated circuit flash drive memory device.

25. (New) The integrated circuit memory device of claim 20 further comprising a connection that is connectable to a Universal Serial Bus port.

26. (New) The integrated circuit memory device of claim 20 in which the memory component includes an external memory added to the integrated circuit memory device.

27. (New) An integrated circuit flash drive memory device connectable to a host computing device, comprising:

- a controller for controlling interaction between the flash drive integrated circuit memory device and the host computing device;

- a memory component storing arbitrary application software operable on the host computing device;

- autorun software stored on the integrated circuit memory device to install and run the arbitrary application software on the host computing device automatically upon activation of the integrated circuit memory device with the host computing device; and

- a user operable manual switch that allows a user to select from among plural operating states that include a first state in which the autorun software is operable and a second state in which the autorun software is not operable so that the integrated circuit flash drive memory device functions as a conventional integrated circuit flash drive memory device.

28. (New) The integrated circuit flash drive memory device of claim 28 in which the autorun software is embedded in the controller.

29. (New) The integrated circuit flash drive memory device of claim 28 in which the memory component includes a protected memory component and selected software is stored in the protected memory component and in which access to the selected software by the autorun software requires authentication of the autorun software.

30. (New) The integrated circuit flash drive memory device of claim 28 in which the user operable manual switch allows a user to select from among more than two operating states, one of which includes operation of a peripheral other than the integrated circuit flash drive memory device.

31. (New) The integrated circuit flash drive memory device of claim 28 further comprising a connection that is connectable to a Universal Serial Bus port.

32. (New) The integrated circuit flash drive memory device of claim 28 further comprising a wireless component and the arbitrary application software is a wireless software.

33. (New) An integrated circuit wireless device connectable to a host computing device, comprising:

- a controller for controlling interaction between the integrated circuit wireless device and the host computing device;

- a wireless component for enabling the host computing device wireless connectivity with the wireless component;

- a memory component for storing wireless application software operable on the host computing device; and

- autorun software stored on the integrated circuit wireless device to install and or to run the wireless application software on the host computing device automatically upon activation of the integrated circuit wireless device with the host computing device;

- wherein the memory component includes a protected memory component where the wireless application software is stored so as not to be viewable and is accessible only by the autorun software during installation or running of the wireless application software, thereby providing copy protection of the wireless application software.

34. (New) The integrated circuit wireless device of claim 33 in which the connection between the integrated circuit wireless device with the host computing device is a Universal Serial Bus connection and the controller is a Universal Serial Bus controller.

35. (New) The integrated circuit wireless device of claim 33 in which the wireless component is a Bluetooth component and the wireless application

software stored in the memory component to install or to run on the host computer is a Bluetooth application software.

36. (New) The integrated circuit wireless device of claim 33 in which the wireless component is a WLAN component and the wireless application software stored in the memory component for installing and or running on the host computer is a WLAN application software.

37. (New) The integrated circuit wireless device of claim 33 further includes an external memory component and the integrated circuit wireless device operable as an external memory storage device and an external wireless device to the host computer.

38 (new) The integrated circuit flash drive memory device of claim 1 in which the arbitrary software is a wireless software.

39 (New) The integrated circuit memory device of claim 20 further comprising a USB hub for enabling interface with one or more functional devices.

40 (New) The integrated circuit memory device of claim 39 in which the USB hub includes one or more downstream ports and the ports is connected to one or combination of an external memory component, a Bluetooth component, and a WLAN component.